



PADEREWSKI

To the President of The Aeolian Company

My dear Mr. Tremaine:—

I am sending you herewith my signed contract under the terms of which I agree to produce music rolls for the Duo-Art exclusively in the future.

I avail myself of this opportunity to again congratulate you on your splendid achievement in the production of the Duo-Art Piano. This instrument is without question greatly superior to any other of its kind and I shall be glad indeed to have my playing reproducea with such manifest fidelity.

Very sincerely,

I. J. Paderewski (Signed)

August 1st, 1918.

WHAT IS THE DUO-ART PIANO?

WHAT is this instrument for which Mr. Paderewski says he will produce music rolls "exclusively in the future"—and the production of which he calls a "splendid achievement"?

The Duo-Art Piano is the most remarkable musical instrument the genius of man has yet produced. With its development and final perfection the ultimate stage in the evolution of the piano has been attained.

It is difficult, indeed it is not possible, to convey in words an adequate description of the Duo-Art Piano. This is because its great outstanding feature is its reproduction of the performances of the great pianists: and the character and excellence of an interpretative musical performance cannot be conveyed by any written or verbal de-

scription. It must be heard to be understood and appreciated.

The Duo-Art Piano reproduces the actual playing of the great pianists. Let your imagination have rein for a moment and realize what this means.

Suppose you owned a piano on which Paderewski had played the great masterpieces of music; compositions of Liszt, Chopin, Beethoven and all the other immortal composers. And suppose that right in your own home, whenever you desired, this miraculous instrument would repeat these performances as the master himself played them.

This is precisely what the Duo-Art Piano does. It reproduces the playing of Paderewski and not Paderewski alone, but all the other great pianists, and does it with absolute fidelity. Every element of tone, technique and expression is preserved, giving you a perfect reproduction of the artist's original performance.

These are very broad and sweeping claims, but they are made without reservation or qualification. In a letter to The Aeolian Company,

Rudolph Ganz, the eminent pianist, says:

"I was told recently that a lady, listening to my Duo-Art roll of the Sibelius Romance in D Flat, said she could easily tell the difference between the Duo-Art roll and my personal performance. Perhaps she could; but if she could, she is a great deal more familiar with my playing than I am, for I could not. The Duo-Art records of my playing reproduce my performance with absolute fidelity even to the smallest detail. In fact, the reproductions by the Duo-Art represent my playing at its very best."

Other pianists who have recorded their playing for the Duo-Art Piano are:—

Harold Bauer, Ferruccio Busoni, Teresa Carreno, Guiomar Novaes, Percy Grainger, Ossip Gabrilowitsch, Rudolph Ganz, Leopold Godowsky, Enrique Granados, Ernest Schelling, Camille Saint Saens, Charles Wakefield Cadman, Carl Friedberg, Katherine Goodson, Rosita Renard, Ernest Hutcheson, Alexander Lambert, Ethel Leginska, Tina Lerner, Walter Damrosch, John Powell, Arthur Shattuck, Clarence Adler, Winifred Byrd, Carolyn Beebe, Edna Bentz, Moses Boguslawski, Carolyn Cone, Maurice Dambois, Reuben

Davies, Lester Donahue, Richard Epstein, Aurelio Giorni, Alberto Jonas, Raoul Laparra, Daisy Neilis, Herma Menth, Rudolph Reuter, Paquita Madriguera.

The Duo-Art Piano is also a Pianola; and as such it endows you with the ability to play yourself and express your own ideas of interpretation.

And finally it is a piano, the most popular and enjoyable of all home instruments. There are four different pianos made as Duo-Arts: The Steinway, the Steck, the Stroud and the famous Weber. Each of these is a leading instrument in its class.

There are several other makes of reproducing pianos. Some of these are excellent instruments which will afford their owners much pleasure and entertainment. But the Duo-Art Piano stands alone—the perfected instrument of its type.

Harold Bauer writes:—

"The Aeolian Company has carried these improvements to their highest development in the Duo-Art. It is difficult to see in what direction further progress can be made or suggested."

And Paderewski says:—

"The Duo-Art Piano is without question greatly superior to any other instrument of its kind."

THE AEOLIAN COMPANY

Makers of the Aeolian-Vocalion—the Greater Phonograph

AEOLIAN HALL

In MANHATTAN: 29 West 42nd Street

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